

New R&D Site Opens

The Premier of Queensland, Wayne Goss (pictured), last month officially opened SPR's newest facility: OZY.

The purpose-built, 4000-square-metre building is new home to Regional Engineering Manager Rob Starkey's Telecommunications and Networks — T&N — group, relocated from Lane Cove (SNA) in Sydney to the Bond University Research Park in South-east Queensland.

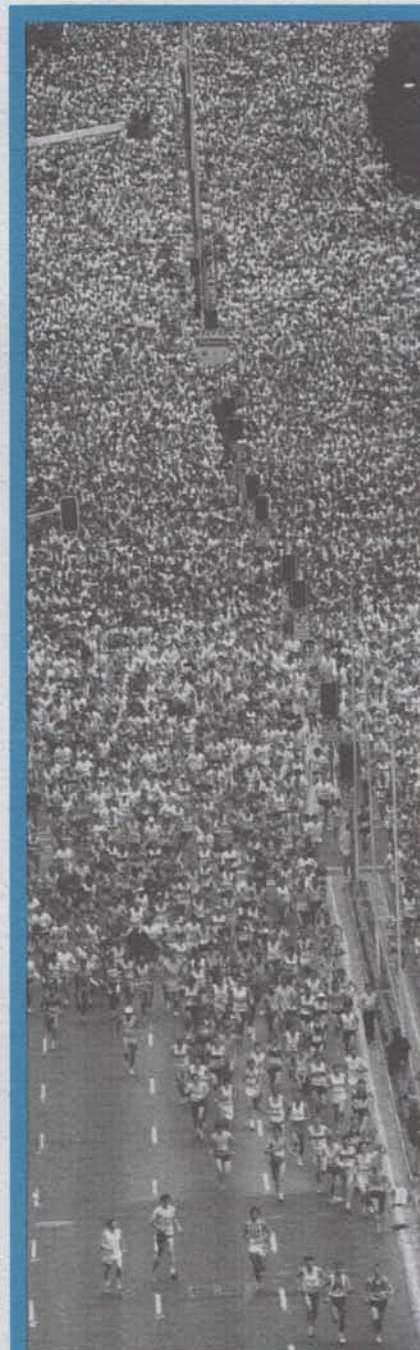
At OZY's opening, which was attended by 200 guests, Subsidiary Manager Frank Wroe said the Australian R&D centre was a very strategic investment. "This is pure engineering for the Corporation," he said, "leading-edge product development in sunrise technologies like wide area networking, UNIX and open systems."

T&N is one of only three such R&D groups the world and its 28-member team is expected to grow threefold as SPR continues its R&D activities in support of our Partnership

for Development agreement with the Australian Government.

The Research Park is part of a broader regional initiative known as the Technology Quadrangle, involving Bond University, University of Queensland, Queensland University of Technology and Griffith University. The area produces the greatest number of computer science graduates in the country, and the most honours graduates.

Interestingly, the street on which OZY (pronounced "Aussie") is located is Burnet Place — named not after Regional Technology Consultant Max, but after his uncle, Sir Macfarlane Burnet, the Australian research scientist who won the Nobel Prize for medicine and physiology in 1960, and later the Order of Merit, for his work in immunology. ■



Pick the Digits! Somewhere in this seething mass of runners are over 80 men, women and children who represented Digital in Sydney's 20th City to Surf fun run. The story is on page 15.

Manufacturing Wins Award — Page 4

Overview: Frank Wroe

At DECWORLD '90 in Canberra we showed to our customers and prospects what Digital means when we say we are committed to Open Systems. In 62 hours, we installed a networked system with 1000 Mips of computing, five different operating systems and 97 companies providing 330 applications (30% of which were running UNIX) in an environment we call Network Application Support, or NAS.

No-one else in our industry can do that!

Our customers and prospects were so impressed, that more than 2500 qualified business opportunities were identified. Given such a huge response, our salespeople will be looking for support from everyone in the organisation in order to capitalise on these opportunities.

Strength in Open Systems

As our Sales and Customer Service people accept the challenge of selling and servicing

the Open Systems (ie, multivendor) demand of our clients, and as our Professional Services organisation — that is, EIS — positions itself to describe, market and deliver the range of services that will make us a leading Systems Integration company, don't forget what we have already demonstrated we can do.

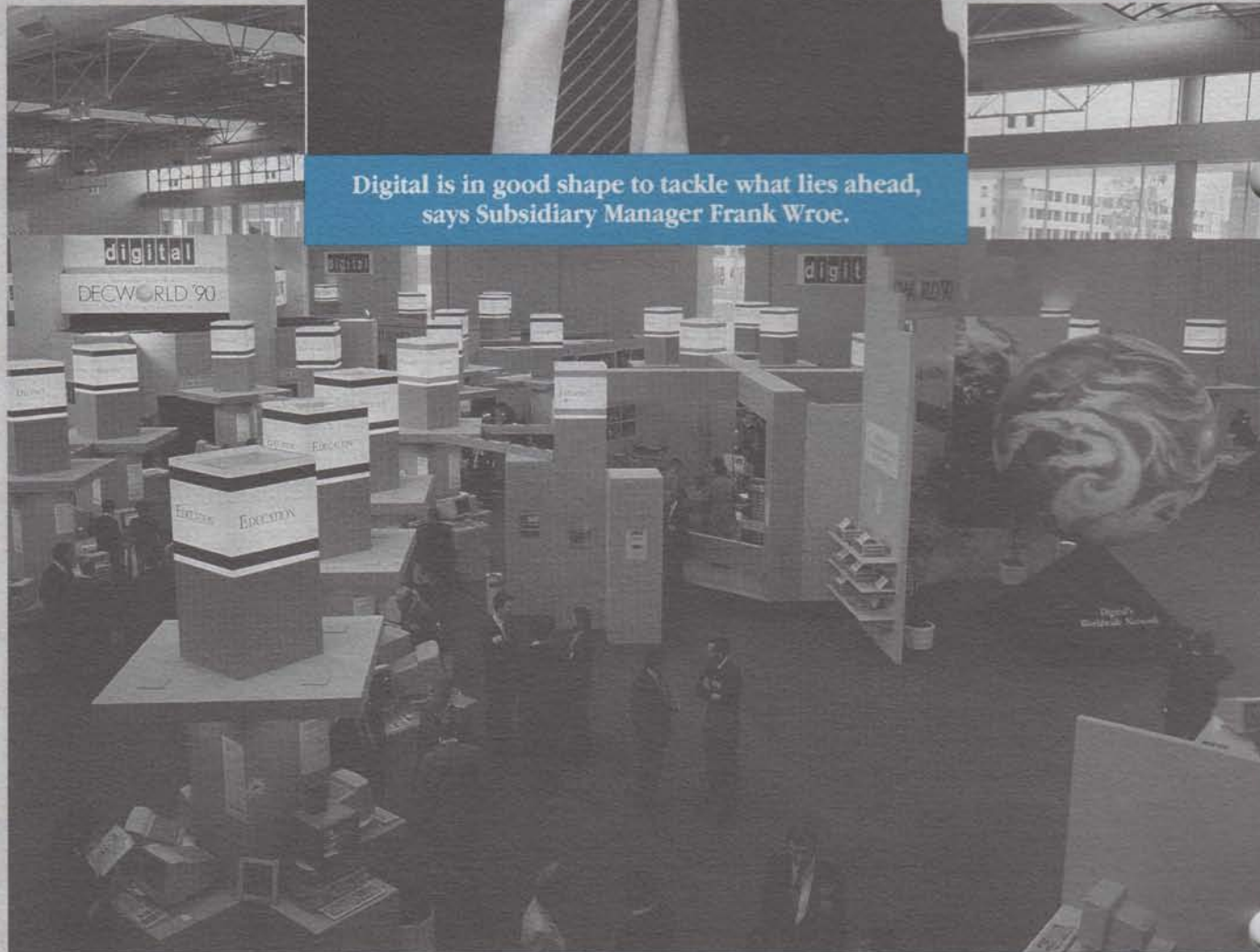
With NAS, we have a differentiator. We have the product and service capability in Open Systems that our competitors advertise with hype, talk about with gusto and dream about with envy!

We've accepted the challenge of the Nineties.

So, be confident and positive. Solve each problem as it arises. Help each other be successful and, above all, keep the customer foremost in your minds. ■



Digital is in good shape to tackle what lies ahead, says Subsidiary Manager Frank Wroe.



DECWORLD'90 in August.

■ We have the product and service capability in Open Systems that our competitors...dream about!

Paperless IPRs

Ever wondered why we have so much paperwork, or dreamed of automating a way through it all? For instance, how many of us have battled with Internal Purchase Requisition (IPR) forms?

Late last year and shortly after Frank Wroe announced the "I Want to Contribute" program, Linda Griffin from our Wellington (WEO) office put these dreams in writing and submitted them to Frank. "When a Purchase Order or Travel Purchase Order is raised, we experience large delays in obtaining the appropriate signatory authority," she said.

"For example: for international travel it's necessary for Software personnel to obtain signatory authority from SPR management. Plus, it's necessary to 'chase' various departments in order to obtain the order number, which is also a time-consuming exercise."

Linda felt it would be smarter to allow electronic approvals for situations such as these.

Paperless Office

Robynne Sargent, of Network Site Services in St Leonards (STL), had a similar idea: "Let's try harder to obtain a 'paperless office,'" she said. "We have the technology right now for electronic IPRs for example. Let's use them!"

Robynne felt electronic IPRs could be extended into Network Site Services, which would greatly improve the efficiency of our business by enabling the issuing of purchase orders to our subcontractors and suppliers in a more timely manner.

It turned out that the Executive Committee had been working on just such a program for some time, but things were not quite ready to go. Peter Seuffert, then SPR's Manufacturing Director, had purchasing as part of his responsibility and responded to Linda with:

"Your suggestion is now part of a number of simplification programs that have been decided by the SPR Executive Committee to be of critical importance in making life easier



PETER SEUFFERT.



for SPR employees. As a member of the committee, I have picked it up as one of the programs that can best be implemented by manufacturing resources and it is one of my goals to make happen for FY91."

The specific program is entitled "Electronic IPRs," or EIPR, and its purpose is to speed up the processing of purchase requisitions, eliminate unnecessary signature approvals, and to eliminate after-the-fact purchase orders and resulting administrative hassles.

Updating MAXCIM

This type of system is presently in use within other parts of Digital. During a trip to our Hong Kong manufacturing facility, Peter watched a demonstration of this system in action. "It does most, if not all of the things you want to have fixed," said Peter.

The program will speed up processing, and eliminate unnecessary signature approvals and after — the — fact purchase orders.

"As a prerequisite, we need to first update the MAXCIM purchasing system to a newer version level than it presently is. When this is done, we'll implement the EIPR system."

"The new version is presently available and we need to schedule resources to update our present system," Peter explained. "In discussing this with my IS people, we estimate that it'll take us possibly until Q3 of FY91 to get the EIPR system installed and operational."

He added that we're currently installing the MAXCIM MRP system into our Lane Cove

(SNL) manufacturing facility, which needs to be done before we tackle the EIPR system. Peter has now departed SPR's shores, but even though his replacement has not yet been named, the process he initiated is continuing apace.

Frank Wroe, in commenting about the way this idea came through the "I Want to Contribute" program at the same time as development was taking place, said "When the time is ripe, it's frequently quite apparent that we need to move in a specific direction."

"Implementation of good ideas like the EIPR system takes time, and we need to be patient. Nevertheless, this time delay shouldn't prevent us from applying ourselves to the thinking process which is the genesis of more good ideas."

Meanwhile, and as a complementary measure to simplify purchasing processes and reduce paper, Digital has implemented a Low Value Order (LVO) system (see June 1990 issue) — "do-it-yourself processing" for orders under \$A1000 and which has already saved our staff both time and frustration.

For those who don't know already, the LVO system is VTX-based and puts qualified vendor information at your fingertips. Then, together with a simple LVO order form, it lets you place orders up to \$A999 directly with vendors — without going through the Purchasing Department. ■

MAKE YOUR IDEA COUNT
Send it to
COSTSAVERS on
ALL-IN-1
today.

**I WANT TO
CONTRIBUTE**

Training Put to the Challenge



The time had come to test the effectiveness of the weekly National Contracts Administration (NCA) training sessions at SNO, and it was decided that a challenge was in order.

Make that a challenge of awesome proportions! Yes, it was Digital's version of *Sale of the Century*: the "NCA University Challenge".

Every game show has its host, and NCA's was Mike Patroni, Customer Services Hardware Product Services Manager.

And every host needs his appropriately attired, glam hostess, and that made Sandra Valentine (CS National Contracts Administration Manager) the obvious choice.

Judges Chris Cabban, Debbi Norman and Greg Larkey (recruited from the User Support area) were suitably confused when presented with making a decision and, to top it all off, the NCA Challenge was complete with buzzers, lights and prizes.

Next, the department was divided into three teams: "The Dodgy Brothers & Sisters", "The Anarchists" and "Black Power" (the latter fully dressed in black, including sun-glasses).

Making Training Fun

Although the tone of the August event was clearly all fun, evidenced by loud cheers and laughter, it was nevertheless a training session. CS's Contracts Administration group meets regularly once a week for a brief training session called "101 Things a Contract Administrator Needs to Know".

As that title indicates, Contracts Administration's work is highly detailed, and procedures and business rules undergo frequent updating. Weekly training sessions help keep everyone up to date and in a reasonable timeframe.

Organised by NCA Supervisors Jan Gifford and Judy Mason to test the weekly training sessions, the idea for a game show



NCA CHALLENGE contestants "Black Power" anticipate the next question. Below, the real McCoy's: "Sale of the Century" stars Tony Barber and Alyce Platt.

competition was met by wide support, even to the point of Judy's "extended Digital family": Colin Mason, Judy's husband and former Digit Engineer/Technician, and their son Robert, who engineered the buzzer and light system.

After much planning and equipped with resource manuals and notebooks, the three teams settled into an SNO conference room for the Challenge, and the questions began, ranging from "Where was the first Digital office in Australia?" to "What service am I?" and "What is the DECservice price for an LNO3-AB?" The range of information covered was impressive, and the closeness of final scores indicated that something had been going right with all those weekly training sessions!

Although the final prize will only be shared by the nine members of "The Anarchists" team, everyone had a great time and there's already talk of a quarterly repeat.

If that kind of enthusiasm continues, things are looking very good for CS Contracts Administration in FY91. ■

SNA Team Wins Industry Award

Digital has been named Company of the Year at the Australian Production and Inventory Control Society's (APICS) annual awards for professionalism in production and inventory management.

"The APICS award recognises excellence in all areas of manufacturing processes," said John Ballantyne, APICS NSW president. "Digital has demonstrated that it is committed to achieving and maintaining world-class manufacturing performance."

Accepting the award for Digital were Materials Manager John Montreuil and Manufacturing Manager Bob McCatbie.

"In order to be globally competitive, we have put in place modern manufacturing methods," John said. "These include Just in Time, Total Quality Control, Total Quality Management, Flexible Manufacturing and Material Requirements Planning. We have implemented the MAXCIM MRP II software system and are working toward becoming certified to world-wide standards as a Class A MRP II site."

Digital is manufacturing six hardware products in Australia for export.

We've complemented these manufacturing methods with staff training and education. The company has conducted a number of seminars on MRP II and has been involved in APICS' training. "Staff have realised that these methods will improve our competitiveness and as a result have been eager to co-operate in the training," said John.

Here in SPR, our manufacturing maestros are making six hardware products for export and plans are to increase exports by 100% per year, to more than \$A50 million by 1992. The impetus for this was provided by our commitment to the Australian Government's Partnerships for Development Program. ■



JOHN MONTREUIL (left) and Bob McCatbie.

New PC, LanWORKS Software Debut at Dallas

At Networld Dallas'90 in September, Digital made two major announcements that have fired the industry. They were:

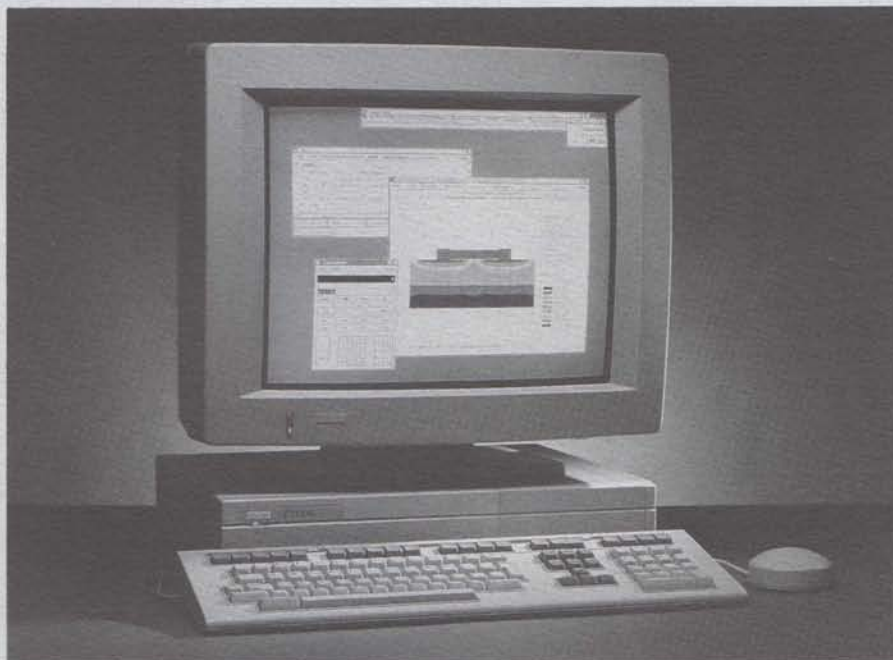
- the **DECstation 425 PC**. Built on a 25MHz, Intel 80486 microprocessor, the newest DECstation is ideal for use as a file server or high-performance workstation. Configuration features include 8-Kbyte cache memory, three available disk drive expansion bays, support for six AT/XT expansion slots, two dedicated memory option slots, built-in IDE disk controller, and an optional Super VGA (SVGA) video adapter.
- and **DEC LanWORKS software V1.1 for OS/2**, which integrates OS/2 workstations as clients or servers in LANs (Local Area Networks) and supports the newest versions of Microsoft's OS/2 and LAN Manager. Configured as a server, a DEC LanWORKS for OS/2 system provides file and print services to OS/2 and DOS clients, as well as communications services to OS/2 clients. As a client, PCs running DEC LanWORKS for OS/2 have access to file, disk, and print services of VAX servers running DEC LanWORKS for VMS.

New Windowing Terminals

Digital has also introduced two new high-performance windowing terminals that give users access to multiple VT, X, and DECwindows applications through windows on a high-resolution display.

They enable users to view and run one or more applications simultaneously, accessing applications across networks, operating systems and hardware platforms through the X Window System.

- **The VT1200 Windowing Terminal** is cleverly designed to be connected directly to an Ethernet LAN — thereby eliminating the need for a dedicated serial interface or terminal server. It's available in two high-resolution monochrome monitors and comes with 2 Mbytes of memory, expandable to 4 Mbytes.
- **The VT1300 Color X Window Terminal** provides a high-performance, workstation-like interface and features the new VR320 19" colour monitor with a resolution of 1280x1024 pixels, 100 dots-per-inch resolution, at a 66hz "flicker-free" refresh rate. The monitor has eight graphic planes with 256 displayable colours out of



a pallet of 16 million. The terminal comes standard with 8 Mbytes of memory and is based on a 90-nanosecond CVAX processor and a graphics co-processor.

FAX Network Gateway

The FAX Network Gateway integrated network application allows tens to thousands of users on VAX VMS systems to send and receive facsimile communications directly from their desktop.

The FAX Network Gateway permits any fax machine around the globe to be a remote printer or data entry device, and links users of VMSmail, DECwindows mail and ALL-IN-1 to remote facsimile machines.

X/Open Branding

When Digital sells any of our systems, customers are buying a branded product with regard to its safety, that ensures there is good electrical insulation and that magnetic or electric emissions are under a certain level not harmful to the human body.

In the rush for Open Systems, this concept of safety is being elevated to the level of systems and applications interoperability. At X/Open — an independent consortium working towards the establishment of a common applications environment — this is called the Branding program.

Now, all of our ULTRIX operating system-based systems are branded as compliant with the X/Open Portability Guide 3 (XPG3) base-level specifications, and Digital can display the X/Open branding trademark in association with our RISC/ULTRIX products, as well as VAX/ULTRIX products.

Earlier, in June this year, we announced that Digital had branded the VAX family of

THE NEW VT1300 Color X Window Terminal gives users access to more than 6000 VMS applications, and over 1000 ULTRIX and UNIX applications.

systems. The process is now completed for the RISC-based DECstation and DECsystem families.

"We now offer the industry's largest portfolio of UNIX-based systems from the desktop to the data centre that provide conformance to the X/Open Portability Guide," says Rolf Jester, Open Systems Marketing Manager in SPR, who explains that X/Open branding is important to the customer looking for open systems because it offers "real assurance" that the branded system conforms to the industry's consensus standard. "All UNIX vendors have stated that they plan to be X/Open compliant, although not all have achieved it yet. In the sometimes confusing UNIX area, X/Open is a much-needed bed-rock of universal vendor-independent standards.

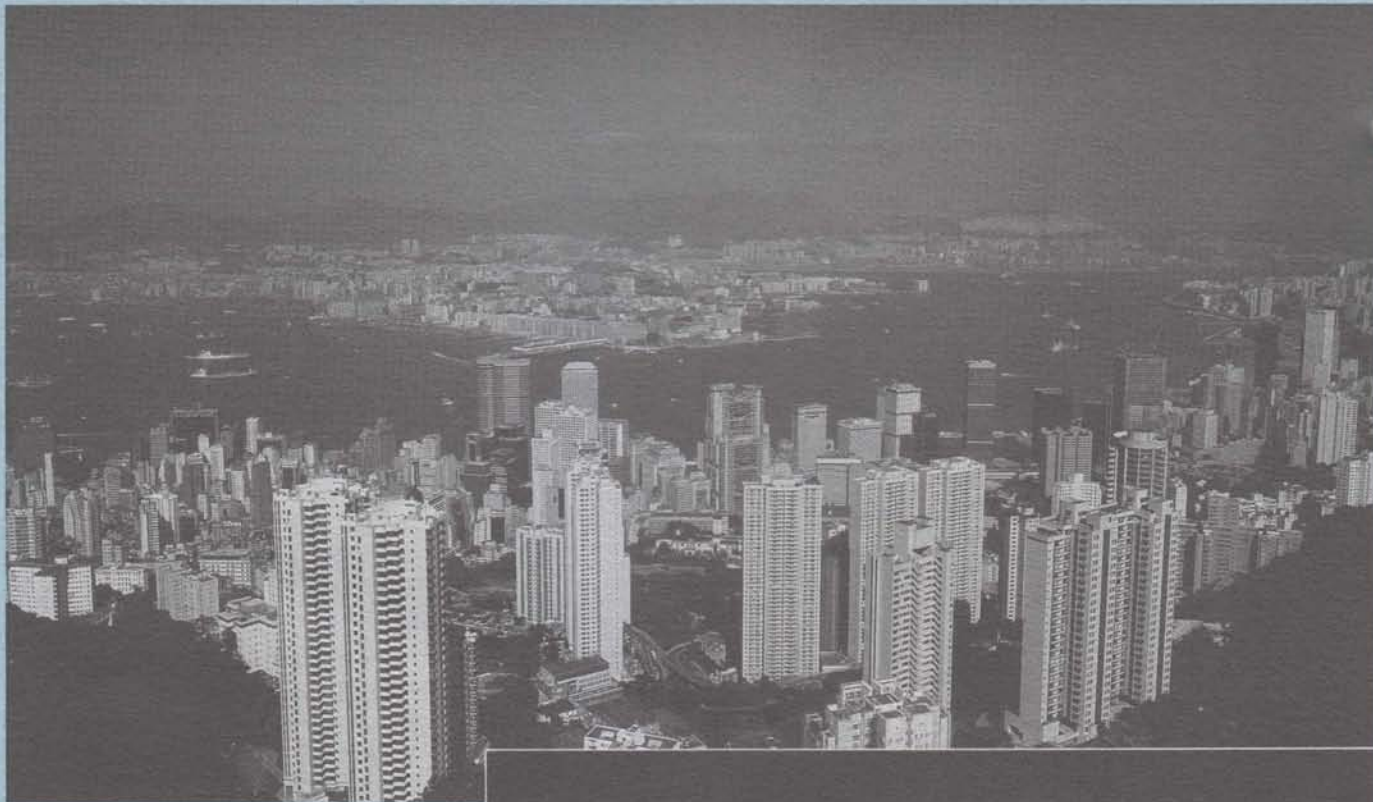
"Long term," Rolf adds, "it's expected that branding will become a mandatory requirement to sell systems. Today, however, it's still seen as a competitive differentiator and Digital is ahead of the pack." ■

Up the PC!

The number of PC connections using DEC LanWORKS client licenses reached 300,000 world-wide last year.

What's more, we expect the number of connections to nearly double by the end of this year, according to John Rose, manager of our US-based Personal Computing Systems group. ■

Expansion Plans for Asia



Ambitious expansion plans for the Asia Region have been announced, hot on the heels of a record year.

Bobby Choonavala, Managing Director for Digital Equipment Asia, said India and Pakistan have been added to the former Far East Region (FER) which will now be known as the Asia Region.

The 11 countries in the Asia Region are Hong Kong (*pictured*), India, Pakistan, Singapore, People's Republic of China, Korea, Taiwan, the Philippines, Indonesia, Thailand and Malaysia.

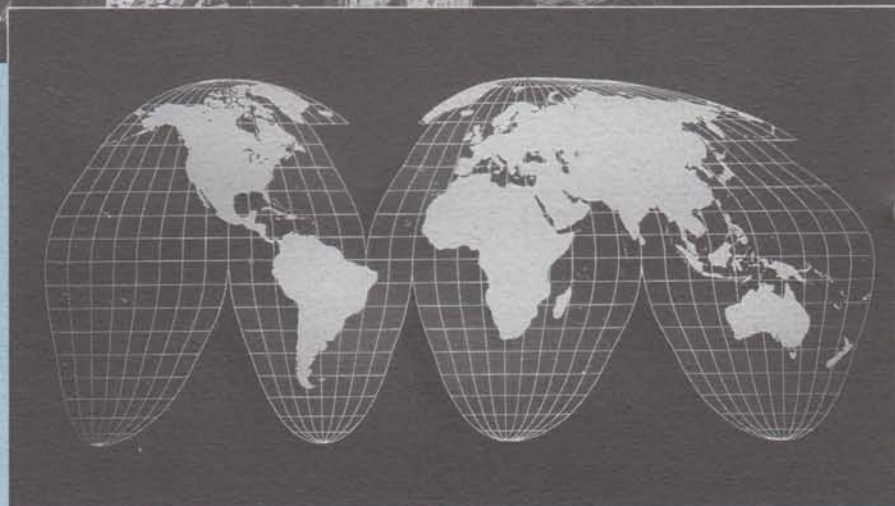
In terms of sales, Digital Asia has become the largest region outside the US and Europe, after Japan and Canada.

Mr Choonavala said, in particular, India represents a billion-dollar computer market to Digital with a growth rate exceeding 30% a year. With its operations headquarters in Bangalore, Digital Equipment (India) Ltd is a public limited company in which Digital has a controlling interest. Incorporated in January 1988, the company employs about 650 people, including 100 in the manufacturing plant, and one-third of staff have received overseas training in specialist functions.

Plans are also underway to start business in Burma, Sri Lanka, Nepal and Bangladesh through the appointment of distributors, while our business in Pakistan is already done through a sole distributor.

Fastest Growing

"Our FY90 recorded a 24% growth rate, compared with about 15% for the computer



market," Mr Choonavala said. This made Asia Region the fastest-growing region for Digital.

Much of this has resulted from a sharp rise in its integrated desktop business, which jumped by 300%, compared with the estimated market growth rate of 50%. Plus, workstation business in the Region rose by almost 70%.

"In business terms, we had another good year, enjoying growing market share in every country."

Other highlights of the announcement included:

□ **Commitment to Hong Kong.** Mr Choonavala reaffirmed Digital's intention of retaining its base for the Asia headquarters in Hong Kong (HGO), where we've been doing business for 23 years. "We plan to add another 50 staff members in Hong Kong before the end of FY91, and are evaluating leasing of new premises for all our

marketing/sales/support staff based in Hong Kong," he said. The new office, requiring about 200,000 square feet, will house all the staff of the headquarters and the Hong Kong and PRC country subsidiaries by early 1992.

- **Staff recruitment.** To cope the expansion, Digital Asia will hire an additional 400 marketing, sales and support professionals by the end of FY91 — an increase of more than 20%. With these extra staff and the employees in the five manufacturing plants in Hong Kong, China, Taiwan, Singapore and India, the number of Digits in the Region will exceed 6000.
- **DECworld in Asia.** Plans are being drawn to organise a DECworld show late next year, an Asian version of DECWORLD'90 held in Canberra.
- **External Research Program,** through which Digital awards grants to, and shares

expertise with, world-class researchers to crack problems of strategic interest to Digital. The first program to be brought to Asia will be Project Athena*, initially developed at MIT under research grants provided by Digital and other major vendors to explore potential uses of advanced computer technology in the university curriculum. One major outcome of Project Athena is the X Windowing Environment.

- **Software development.** Software centres will be established in India and, hopefully in the near future, the People's Republic of China. The Centres will provide programming skills and software product support, with project management skills coming initially from other countries in the Region.

* The first university outside MIT to receive Athena was Bond University in Australia, where it was given the Aboriginal name "Kowande". Bond is a new university, where computing is emphasised both in the curriculum and as a means of education delivery, and where each student is required to own a PC.



BOBBY CHOONAVALA

Also announced were Digital's 50th and 51st Asian language products: DECnet/SNA VMS 3270 Terminal Emulator in the Chinese and Korean languages, and version 5.3-2 of the VMS operating system in the Chinese, Korean and Thai languages. Plans are to increase the number of Digital-engineered Asian-language products to 80 by the end of FY91. ■

Extending Our Boundaries

With the collapse of the Iron Curtain, Digital was quick to move into Eastern Europe, opening a joint venture in Hungary last April. Hungary not only is extremely receptive to Western influence, but has a relatively advanced technology base on which Digital expects to build a significant business.

Our international presence now extends to 82 countries — including subsidiaries, joint ventures or liaison offices in 39 countries, and distributors or agents in another 43.

The company also serves its customers in many other nations from these locations. ■

World Update



America: July's issue of the prestigious US-based *Systems Integration* magazine listed the "hottest" systems integrators based on skills (services offered), revenues and customer satisfaction.

The magazine's top commercial integrators were:

1. Arthur Andersen & Co
2. Electronic Data Systems
3. SHL Systemhouse
4. **Digital Equipment Corporation**
5. IBM
6. Computer Sciences
7. Ernst & Young
8. Oracle

Canada: Digital has won an SI and network management contract for the Treasury Board of Canada's corporate office information network. Under the terms of a two-year contract worth \$CA3.5 (\$US3) million, our Maple Leaf cousins will design, implement and manage the multivendor network, integrating all systems and some 800 users throughout the Treasury Board's ten branches in Ottawa.

Canada: Digital has donated 200 VAXmate computers and associated servers for eight computer labs within the New Brunswick Department of Education. More than 1200 students are expected to benefit from these computers, which will be used for traditional word processing, spreadsheets, database management and computer programming, as well as language and history courses.

Germany: Digital and Siemens have introduced DECosap/VMS, a networking connection for factory-floor communication between VAX computers and Siemens' intelligent plant floor devices. DECosap/VMS was developed in co-operation with Siemens to meet growing customer demand for connectivity solutions for manufacturing, and allows VMS applications to communicate with applications running on remote Siemens' manufacturing equipment such as programmable logic controllers (PLCs), numeric and robot controllers, PCs and minicomputers over Ethernet.

Scotland: One of the world's most advanced semiconductor plants was recently opened by the Secretary of State for Scotland, the Rt Hon Malcolm Rifkind, QC, MP.

The \$US165-million facility at South Queensferry (SQF) represents Digital's largest investment outside the US, and makes us the only computer manufacturer able to work — completely within the UK — from raw silicon, through design and production, to the finished computer. The European market accounted for 40% of our Corporation's \$US12.9-billion world-wide revenues in FY90.

America: The State University of New York (SUNY) recently signed a five-year contract with Digital valued at between \$US30 million and \$US50 million to obtain new networks and systems for its administrative, academic and research computing. SUNY will receive VAX 6000 Model 400 and 300 systems

to replace outdated computers on 17 campuses, and the campuses will be connected to each other and the central administration's data systems through a Digital network.

By using Digital networks and systems, SUNY hopes to enhance academic and administrative services, improve staff productivity through the use of modern database and application development tools, and increase availability of high-quality software for administrative and academic applications. ■

ULTRIX for EASYnet

EASYnet, the world's largest private data network, continues to grow — this time with a dedicated ULTRIX node.

Via a generic account, the new system exists for the use of anybody and everybody who's interested in increasing their awareness and skills with this marvellous operating system.

Primarily a Sales tool, the account currently contains general information about ULTRIX as well as articles specific to job function and personal interest.

If you have any queries about the node or the account, you can contact either Dianne Biffin or Harry Eleftheriou at SNO.

For the record, EASYnet's tally now stands at 56,000 nodes world-wide, of which 880 are here in SPR. That's 4000 new nodes since we last counted them in our July issue! ■



ADELAIDE'S EMPLOYEE of the Quarter for Q4 last year is ADO Secretary Helen Griffiths — a Digit for only a year but who's wasted no time winning mega kudos for her professionalism and hard work.

According to Branch CS Manager Bob Scarborough, Helen's the type of person "who takes the initiative to pick up the tasks and loose ends, thus ensuring that the job gets done and that Digital is seen as a professional company that meets its commitments to customers."

Another ADO Digit says her help to update sales tax records resulted in a savings of nearly \$A20,000-worth of sales tax credits. What's more, she volunteered that help!

★ ★ ★

David and Sue Warren became proud parents of Mathew Gerald in July. The littlest Warren tipped the Toledos at 5lb 11oz. Dad Dave is a CS Support Engineer at Townsville (TVO), and mum is one-time Sydney Digit, Sue Van Den Berg. Congratulations to all!

★ ★ ★

Our best wishes worked! (Along with a bit of help from Tony and wife Nikki!) All the best came early September for Mr and Mrs Tony Combes in the form of Matthew James, brand new little brother for Angela and Sasha. Congratulations to the whole family!

★ ★ ★

In America, Digital has been named one of 75 best companies for working mothers in 1990 by *Working Mother* magazine. It ranked companies using criteria such as pay (compared with the industry competition), opportunities for women to advance, and family-friendly benefits such as maternity leave, flexitime, part-time work and job sharing.

Laurie Margolies, US-based Corporate Employee Relations Program manager, says smart companies aren't waiting until the 21st century to make pro-family changes. "They

recognise that the balancing of work and family is not just the individual's responsibility, but their's as well. When employees perform at their best, the company benefits."

It is the fifth year we've received recognition from the magazine.

★ ★ ★

Overheard outside an MEO office: "Yeah, I'd like to help you out. Which way did you come in?"

★ ★ ★

If you can believe a letter received from Seattle, Washington, TZO Sales Representative Larry Podmore has one heck of a large sales territory — and a long way to go. It's addressed to him in Hobart, but the State is Tanzania!

At least they didn't try any funny business with Larry's name...



Gremlins took the words right out of our mouth last issue. The missing caption from our Rhodes pictorial on page 14 should've read "CLEARING THE WAY: Earth-moving equipment begins construction. **September 1988**"

Sorry 'bout that!

★ ★ ★

Also from Hobart office comes news that TZO SWS Specialist Mark Flaherty has a new family member. No, not a baby — but a puppy named Benson — and we hear the likeness is amazing!

★ ★ ★

First there was "DECKies", then "Digits". Now there's a new cognomen unique to those who've made the big move to Rhodes: RHODENTS. Cute, eh?

★ ★ ★

Another urban myth: we have it from reliable sources that the throng that assembles throughout the day for a smoko in the courtyard includes one bloke who has taken up smoking since the move to Rhodes HQ.

A non-smoker before, what reason could he possibly give for smoking now? "It's an excuse to get outside and stretch my legs."

★ ★ ★

Sales/Marketing and Customer Services management teams came together recently for an informal discussion about goals for FY91.

The result: a \$A200 donation to the Sudden Infant Death Syndrome Appeal.

What has this got to do with sales goaling? Everything, says Services Marketing Manager Bruce Morrow. "Just beware when someone asks you to pick a number!"

★ ★ ★

Postscript par excellence: 20 years to the day since joining Digital, Daryl Rickards (see last issue) was greeted at Rhodes' staff entrance by "Trader" Tom Gayford — the same Digit who welcomed Daryl onboard at our Park Street, South Melbourne office in 1970.

Today, Tom is Manager of Storage and Information Management for SPR, and Daryl manages the CS Operations and Administration Support group (while trying to live down those two photos!).

LOOKS GREEK TO US! Most any of us would be able to guess this to be a Digital logo, but from which of the 82 countries we do business in?

It showed up on the desk of Purchasing's Di Smalley@SNO and we're still wondering. If you can help, drop us a line at SNO2-3 or ALL-IN-1 @ CORP. From all correct guesses received, we'll choose one, earning the guessor a Digital pen set.



Digital-era

Go placidly amid the noise and restructuring, and remember what peace there will be in profitability.

As far as possible, even to the point of surrender, be on good terms with all customers.

Speak your truth quietly and clearly, and listen to others, even the dull and ignorant, for they may be generating great revenue.

Heed harried and aggressive persons, as it is likely that they have large targets.

Before you compare yourself with others, re-read your last review, for always there will be greater and lesser persons than yourself.

Enjoy your achievements as well as your plans, even if your plans change weekly.

Manage your own career within Digital. It is a real possession in the changing fortunes of the computer industry.

Exercise caution in your business affairs, for the world is full of competition.

But let this not blind you to what customers need. Strive for market share and take significant risks.

Be honest. Especially do not use smoke and mirrors.

Neither be cynical about Digital, for in the face of all aridity and disenchantment, it is as perennial as the grass.

Take kindly the counsel of the years. You too shall one day reach retirement age.

Nurture strength of spirit when the network is slow. But do not distress yourself with dark imaginings. Many fears are born when the stock price dips.

Beyond a wholesome discipline, be gentle with yourself. You are an employee of the Company, and you have a right to be heard.

And whether or not it is clear to you, no doubt our ULTRIX product line is unfolding as it should.

Therefore, take customers from the competition, wherever you conceive them to be.

And whatever your labours and aspirations, in the noisy confusion of Digital, keep your ALL-IN-1 inbox empty. With all its products, services and people, Digital is still a wonderful company.

Be cheerful. Strive to be happy. ■

Lysaght Likes WPO's Service

On Thursday, 30th August, our system 'crashed' leaving us with a corrupt systems disk. Your staff's prompt response and service they gave to us was excellent.

It is always pleasing, although unfortunately somewhat rare, to see a company prepared to give service beyond its written obligations. Suffice to say, our problems were corrected with minimum downtime.

Would you please pass on our thanks to the people concerned, namely Paul McFarlane and Michael Hodgson.

Paul Tombleson, State Accountant
Lysaght Building Industries
Addressed to WPO CS Service Delivery
Manager David Byers, manager of CS
Engineers Paul and Michael.

Kudos From Comalco

I wanted to compliment your colleagues on the speed and efficiency with which an 'out-of-hours' call was answered and dealt with immediately following my call at about 2200 hours. This included the Sydney support centre, Graeme Roberts in Hobart, Greg Knight in Launceston and Mark Flaherty in Hobart.

While I didn't need to call anyone down at the time, the action taken to identify the cause, eliminate incorrect causes and to locate spares was very reassuring. Rob Clive fixed the problem early on Monday, as requested. Please pass on our thanks to the relevant people.



NJ Ogbourne
Superintendent, Computer Systems
Comalco Aluminium (Bell Bay) Ltd
Addressed to MEO's Paula Davey.

Just What the Doctor Ordered

I would like to thank you very much for the time and effort you put into the demonstration of the HCS-Pharmacy system at Flinders Medical Centre.

The opportunity for the majority of the staff to work through the system and to have their many and varied questions answered was most beneficial.

Christine Odgers
Acting Chief Pharmacist
Flinders Medical Centre
Addressed to Health Resource Centre specialist
Virginia Richardson.

Terry's Tops with Army

I wish to thank Terry Houseman for the support he has provided to the Army War Game Centre in recent months in defining the

computer hardware and software required to support an analytical war game known as "Janus".

During the project, Mr Houseman was responsible for advising military project officers as to Digital's equipment capabilities and support services and options. The task involved Digital acting as the prime contractor in the creation of a mobile computing room, planning for Ethernet and RS-232-based networks and the integration of Digital, Tektronix and IBM equipment. "Milspec" air conditioning, air-portable equipment mountings and casings, and the provision of armoured fibre-optic cable links were included in the task.

Mr Houseman prepared a detailed quote that gave Army project officers and Defence Contracting staff a very clear impression of the equipment and services. The quote had to be prepared in an uncomfortably short time and Mr Houseman gave up a great deal of his own time, including a vacation, in order to do so.

The subsequent hardware and software acquisition proceeded well. Mr Houseman's efforts were rewarded with few problems emerging. He has supported AWGC in a timely, thorough and cost-conscious manner.

PL Cameron
Lieutenant Colonel
Army War Game Centre
Australian Army
Addressed to District Sales Manager Greg
Harrison. Terry is a SNO-based Sales
Executive.

Customer Spotlight #1:

Cascade Hotels

How do you make a new customer happy? Well, consider the case of Cascade Hotels Qld Ltd, a new customer won over by Sales Representative Peter Driutti and our Brisbane (BBO) Branch office.

Cascade, who own and operate some 70 hotels, ordered a VAX 4000 on Tuesday, August 7. The order was from quotation number 1 for FY91 and was the first new-business sale for BBO's Business Development Unit.

What's more, Cascade's purchase was the

very first in Queensland of the new VAX 4000 series, but hang about — the story becomes even more remarkable:

- the order was placed at 4:45pm on a Tuesday
- the system was shipped and arrived on the customer's site by Friday, August 10 — that's only three days' turnaround
- and in less than three hours — from 10:30am when Ipec unloaded the system off their truck until 1:30pm — the system was unpacked and a working VMS system

handed over to the customer, ready for Cascade Hotels to begin loading and tailoring their software.

In other words, Cascade Hotels were amazed at how quickly Digital made the entire implementation come together. Not only is this a reflection on the quality of the mighty VAX 4000, it also shows how the efforts of everyone involved with the sale contributed to make Cascade the best thing Digital can have: a happy customer! ■

Scholarships Available

Employee dependents are eligible to receive scholarships for the 1991 Phillips Andover Summer Session.

Eight hundred and fifty students from around the world are chosen each year by the Phillips Academy Admissions Committee to attend the six-week session designed to deepen and extend the intellect and interests of strongly motivated students between 15

and 17 years of age. A wide variety of major and minor courses are offered.

Acceptance into the program and scholarship awards are determined by the Phillips Academy Admissions Committee. Digital will provide scholarships for dependents of employees covering tuition, room and board. Other expenses such as travel, application, lab and book fees and

incidental expenses are the responsibility of the student.

An application and booklet describing the summer session will be available in Q3. Interested employees should send a memo listing their home address and badge number to Joanne Urgotis at MSO (Maynard). Applications must be received by Phillips Academy no later than March 1, 1991. ■



SEALING AN EDI DEAL (from right to left) Subsidiary Manager Frank Wroe, Telecom Plus GM for Information and Transaction Services Martin Turner, and Bill Johnson, Digital's VP, Telecommunications and Networks. Telecom Plus is the division of Telecom that provides value-added services, specializing in electronic trading applications. In an Electronic Document Interchange (EDI) alliance just announced with Digital, it will provide dial-up document transaction services interface between the different computing platforms in different companies. We have a comprehensive EDI solution in DEC/EDI.

Customer Spotlight #2:

Federal Department Takes Fast Track

EIS and Customer Services successfully convert a key air-traffic statistics application.

Australia's Federal Department of Transport and Communications has become a unique computer site by fast-tracking the installation of a VAX system at its head office in Canberra. With no other site fast-track experience to call on, the Department completed the task of getting from decision to completion in three months.

The \$A600,000 project involved migrating the Department's air-traffic statistics application — which analyses air passenger movements within Australia — from the Civil Aviation Authority (CAA) to its own system before the Authority became a Government Business Enterprise on July 1. The application will be critical in measuring the impact of airline deregulation later this year, and allows the Department to provide cost-effective and timely statistical information to consumers, airline operators and the Government.

Unprecedented Method

The basic project was a fairly straight-forward purchase of a VAX 6000, porting of the application, a little database tuning to reflect the latest environment, some guidance for the operators for a few weeks and, then, system management by Digital for the first 12 months.

But it also involved rebuilding the source code through a test environment before putting it into production, and the time involved in this meant that the Department decided to switch to an unprecedented fast-track method to meet the deadline. On top of this, the Department's city computer room required significant modifications, which were completed less than six weeks before switch-over.

Our team was quoting and delivering equipment on the run, and in some cases the equipment couldn't be brought to Canberra in time, so it was arranged to take equipment from our own computer room a few hundred metres away at CAO, and progressively swap back as ordered equipment arrived in the nation's capital.

Alarm About Smoke

Although the computer room modifications were completed in time for installation, an air-conditioning unit wasn't be operational for another week and an old air-conditioning unit that was standing in gave up the ghost. A transformer blew, releasing clouds of smoke, setting off smoke alarms and requiring evacuation of the building.

The fear was that smoke would damage the new computer, but it continued operating



unaffected during the emergency and while staff stood outside in the cold of a Canberra winter day.

Other problems involved power supply units. For a start, they were too heavy for the building's lifts and had to be taken apart, then lifted to the computer room in smaller pieces. As well, there were cable-drilling difficulties and three-phase wiring problems.

The parallel-running phase began 15 working days before switch-over. All significant problems had been solved to the extent that the July 1 date could be confirmed. One of the requirements, however, was to isolate its operators from Digital's operating system, giving them access by menu options only. We were still working on that a few days before switch-over.

The Department completed the impressive task of getting from decision to completion in three months.

And the result? A cost-effective, user-painless conversion and a clear open-systems demonstration by Digital. There was pain, however, for the project teams — fast-tracking is not a piece of cake — but both Department and Digital have come out of it with pride.

The team that made it all happen included the CAA's Corporate Information Services Branch, plus a lot of Digits:

- John Beeston, Account Manager
- David Evans, Project Manager
- Patrick O'Leary, Installation Engineer
- Rick Logan, Installation Engineer
- Keith Anderson, Project Leader and Application/Database Specialist
- Philip Warner, Consultant
- David Knowles, Comm. Specialist
- Paul Tanner, Operational Environment and Bedding Down
- Phillip Cobden, Ongoing System Management
- Mike Dickinson, Ongoing Application Liaison during early production
- Peter Doilibi, bug identification and resolution WITHOUT touching the code!
- The folks at CAS and Logistics, particularly Jan Cherkowski and Mary Treadwell
- and, in Credit, Bill Moore.

As you can see, it was a real Digital team effort. ■

Edu Services — Looking Back and Beyond



On the eve of his retirement from Digital after 15 years, Patrick West reminisces about the founding of SPR's Edu Services operation, while today's Regional Edu Services Manager, John Baker, continues the story with his views of the future of Edu in SPR.

Educational Services is part of Digital's front line in SPR — a very public face. Its trainers spend a great deal of time with the customer because good training helps sell equipment, and good training helps keep the customer satisfied.

Good training, however, is not that easy to come by. Professionalism requires organisation and the trainers themselves must be trained.

"One should consider instruction largely as a vocation," says Patrick West, SPR's first Regional Educational Services Manager. "Training isn't something that anyone can do, although a lot of people think they can."

In the early days of SPR, customer training was co-ordinated by the then-Software Services group (later Enterprise Integration Services, or EIS). SWS provided training — albeit reluctantly — by software and sales staff who were also busy doing other things, and courses were often held at customer sites.

Then, in 1975, Educational Services was established as a separate department.

■ Building a Team from Scratch

In that year, a training centre was established in Sydney and Patrick West, a former British Army artillery officer, became the first Regional Educational Services Manager.

His task, he recalls, was to "establish ourselves as a professional training organisation, and thereby promote Digital, for all time, as a total company...one a customer could talk to, buy equipment from, and go to for appropriate training of the highest standard."

SPR's training organisation had to be built more or less from scratch in the face of major constraints: too few instructors, customer dispersion, arbitrary course schedules, and a lack of up-to-date information.

In addition, an investment in capital equipment to complement training was required, but without running the risk of over investment.

Three resident instructors, assisted occasionally by SWS specialists and visiting Edu Instructors from Maynard, USA, carried the load. By 1976 there was a need to carry 23 different courses in Australia and New Zealand for 800 customers — which couldn't be done with our own Instructors. So, reliance on external resources continued for some time.

According to Patrick, there are two keys to successful training: "Firstly, the Instructor. If you haven't got the right type of enthusiastic and knowledgeable Instructor, the student finds training a tedious experience."



SPR'S FIRST Edu Services Manager, Patrick West.

"The Instructor has to be the best available and you've got to know how to keep them and not to flog them to death, because they will go and work elsewhere," Patrick explains.

"You have to make education appealing. There's more to computer training than simply standing up and preaching technical jargon in monotonous — which no-one enjoys."

The second point to remember is to define what the customer really needs. "Marketing intelligence is the key to success. You've only got one bite at the cherry with the majority of customers to establish your professionalism and give value for money."

■ Natural Allies

Training is best sold when a customer is signing a deal, which makes Edu Services and Sales natural allies. Edu Services must be a major part of any sales presentation to a and sometimes Digital's reputation as a training organisation can tip the deal in the Company's favour.

The organisational and resource problems of the first five years were compounded by the need to change customer attitudes toward training — which had largely been free in the past, or hidden in the purchase price of equipment. Engineering a change in this attitude was, says Patrick West, "very difficult to manage in a country like Australia, where people were accustomed to paying nothing for training from the cradle to the grave. School cost them nothing. University cost them nothing. We successfully changed that attitude in the first five years."

In 1977, with the employment of a fourth Software Instructor, dependence on SWS for occasional Instructors ceased. A year later, a Field Service (now Customer Service) technical training section was established — along with a centralised Sales Training program — and a Staff Development training program.

When Patrick left Edu at the end of 1981 to be succeeded in January 1982 by Paul Williams, the organisation had recorded an average revenue growth rate of 33% per annum. Success, however, was not merely a matter of money.

"One of my aims was to change what had been a non-training company into one to be recognised for its professional training operation," Patrick explains.

"In Digital world-wide, I think Australia held the record for one continuous year of outstanding customer satisfaction on the way we gave our courses."

This foundation of professionalism established under Patrick West enabled

Educational Services to survive and prosper during SPR's rapid growth in the 1980s, though it was a tight race between the increasing demand for training and available trained staff.

People the Secret to Success

John Baker became Regional Edu Services Manager in September 1986, succeeding Bob Sansing. With 15 years' experience in consulting and training, John is very conscious of the fact that success in training is directly related to the quality of instructors, course developers and support staff. "The real secret to our success," John says, "is having people who are dedicated to the role of education and training."

"The other side, of course, is that we have to work very hard to keep them up to date, technologically. And we do that."

John's tenure so far has been marked by a major change in training delivery methods. "Digital is no longer just a training organisation, but an organisation that delivers training, develops technology-based training, and which is also actively involved in research into training delivery."

"Classroom training — 'chalk and talk' — is still a significant part of our business, but it's not the total business now as it was in the early days. We have a very diverse range of delivery methods for training, and also packaged training products, and technology," he says.

"In the early days, and in the not-too-distant past either, even three or four years ago, there was very little in the way of technology used in education. We are now — here in SPR — at the leading edge in some of the development in that area."

When John joined Edu, approximately 80% of training delivered was classroom-based. Now the figure is about 50%. Many customers remain happy with traditional methods of training and comforting contact with human beings, but others are eager to make use of technology such as interactive video, computer-based training and self-paced training packages. In other words, using technology to teach technology. Here are some examples:

□ **Customised training** — that is, training especially tailored for a client's requirements — is increasingly important, and will become more so as technology makes it easier to create customised programs.

"Some of the authoring systems that enable Course Developers to develop courses were not available four or five years ago," John explains. "Using an old hackneyed phrase, today's systems are 'user friendly.'"

□ **Embedded training** — training built into application software — will also form a large part of SPR's future training development.

"Training embedded in application software gives immediate access to

training information for the operator or user. They can call it up while they are on the job instead of being taken off the job to do a course for two days."

□ **Graphics**, especially video, is also important. Some of the technology was not even available a year ago.

Training will also be delivered via networks, and in time people may be able to take their training home. In the last instance, the technology is available now — but the willingness to use it will take a little longer.

It's difficult to quantify the savings an organisation can make using technology-based training, but for large, geographically dispersed organisations, savings are likely to be considerable, especially in savings on lost staff time and travel and accommodation costs.

Research into education is being done in conjunction with a number of organisations, including the University of New England, Bond University and the NSW Department of Technical and Further Education (TAFE), with whom Digital is running a project on distance education.

Computer-based training methods are also being developed in conjunction with Perpetual Trustees, and a scheme to train air traffic controllers is being tested by the Civil Aviation Authority.



TODAY'S EDU Manager, John Baker.

"Lifetime Process"

Edu Services has also branched into training middle and senior management, especially in the field of change management, which deals with the problems involved in implementing new technology, especially in large organisations.

"I get a lot of satisfaction," says John Baker, "out of seeing people develop their skills and take on added responsibilities as a result of training."

"I think training and education is a lifetime process. You never stop learning. There's always an opportunity along the way to take on more responsibility in the job." ■

Go to Rio for Christmas

Each year, the Sydney Social Club Committee organises, on behalf of the Company, both the adults' and childrens' Christmas parties. This year is no exception.

However, you can expect something completely different and exciting in 1990 ... in particular for the adults!

The Overseas Passenger Terminal will be transformed ... guests will be forgiven for thinking they really are in Rio!

This year it really will be a P-A-R-T-Y and to help create the atmosphere, the Committee's chosen a Mardi Gras theme.

So, all you budding Carmen Miranda and Peter Allen look-alikes will be in your element, and look out Rio!

Theme dress is optional, but good casual will be the order of the night for the party to be held at the Overseas Passenger Terminal, Circular Quay on Friday evening, November 30th.

The Terminal will be completely transformed for the night and with its stupendous views overlooking Sydney Harbour, plus the entertainment, food and drinks being provided throughout the night, guests will be forgiven for thinking they really are in Rio!

Invitations to the 1990 Christmas Party — Mardi Gras-style — will be sent out in the near future. Look out for yours, spruce up the party gear, dust off the dancin' shoes and get ready to really celebrate Christmas! ■



AND NOW FOR SOMETHING completely different!

Great Months in Digital's History

October

- 1964: Digital unveils its first 32-bit computer, the PDP-6.
- 1968: Japanese headquarters open in Tokyo. European headquarters open in Geneva.
- 1975: Patrick West hired as Educational Services Manager and SPRMC member.
- 1977: The first member of the VAX family — the VAX-11/780 (*pictured*) — is introduced.
- 1978: DECservice and first computer-based instruction course announced.
- 1980: VAX-11/750, RM80 Winchester disk announced.
- 1981: ALL-IN-1 announced.
- 1983: Introductions of MicroVAX I and VAX-11/725.
- 1984: Announcement of VAX 8600, VAXstation I and DECmate III, and introduction of "One Company, One Strategy, One Message" theme.
- 1985: Channels Marketing, Product Marketing and Industry Marketing groups formed. Dick Poulsen takes over as GIA Manager from Jerry Whitmore.
- 1986: *Fortune* magazine declares founder and President Ken Olsen "the most successful entrepreneur in the history of American business".

- 1987: Digital's one-day-old Stock Exchange Automated Trading System (SEATS) weathers Australian Stock Market crash in fine style. *Digital* wins Public Relations Institute of Australia's Award as Outstanding Internal Publication of the Year.
- 1988: Financial ACT opens at O'Connell Street office (SNM). MicroVAX-3300 and MicroVAX 3400 introduced.
- 1989: Digital introduces the VAX 9000, our most powerful computers ever.

November

- 1960: Introduction of the PDP-1, the world's first small, interactive computer.
- 1968: Frank Wroe joins Digital in the UK.
- 1970: Digital is listed on Wall Street.



- 1971: DECsystem-10 is introduced. Manufacturing starts in Galway, Ireland.
- 1976: DEANZ (Digital Equipment Australia/New Zealand) is officially promoted to South Pacific Region status.
- 1977: Plant opens in Clonmel, Ireland.
- 1982: Box Hill office (MEO) is opened. *Extractor*, forerunner to *Digital*, is first published to SPR's employee population of 776.
- 1983: VT200 family of video terminal introduced. First Ethernet sites are installed. New Zealand's Forest Service contract is signed. CS's Service Excellence award campaign is introduced.
- 1984: VAX 8600 is launched.
- 1985: Introduction of MicroPDP-11/83, then the most powerful Q-BUS 16-bit computer in Digital's history.
- 1986: Digital introduces Local Area VAXcluster (LAVC) systems.
- 1987: The Australian Technology Centre at Lane Cove (SNA) officially opens, housing EIC, T&N (Australia) and Manufacturing groups.
- 1988: EASYnet reaches 32,000 nodes world-wide and 400 in SPR.
- 1989: New Zealand District given Country status; Nick Bessey appointed Country Manager. ■

Career Milestones

In tough times it's important to remember that people are Digital's most important asset.

Here at *Digital* we believe the most important of all are those people who have displayed expertise and loyalty over the long haul. "Congratulations" to these long-serving Digits who will soon reach service anniversaries with the Company.

October Fifteen-year Recipients

Anthony Combes, MEO Sales
Patrick West, SNO FA

October Ten-year Recipients

Craig Miller, SNL CS
Gerry Savage, SNA Manufacturing
Jennifer Fletcher, SNO Personnel
Janice Chin, SNO EIS
Ric Jose, SNE CS
Phil Watkins, ALI CS

November Ten-year Recipients

Sue Wright, MEO Sales
Elliott Nicholls, SNH CS
Tas Ohtaras, SNE CS

October Five-year Recipients

Rob Schroder, NZO SWS
Tony Au, SNL SB
Mike Morton, SNO Marketing
Jeanette Presdee, SNL FA
Ineke Deevy, SNO Sales

November Five-year Recipients

David Holloway, CAO EIS
Jeff Sunderland, SNL Manufacturing
Tony Harford, NZO CS
Leslie Ford, SNA EIC
Leslie Gronow, CAO CS
Salvador Aligno, SNL CS
Peter Donaldson, DAO EIS
Brad McVinish, BBO CS
Dennis Yeung, SNO Marketing
John Baker, SNA EIS
Winnie Chiu, SNA EIC
Phil Cobden, CAO EIS
Neil Keraunos, SNL SB
Maureen Griffiths, SNH CS
Henk Van Roy, CAO Sales
Joe Afamasaga, WEO CS

Tony's "Fantastic" Career

After fifteen years that span engineering and management in Customer Service (nee Field Service) and sales with EIC (nee CSS), there's no shortage of stories about MEO Sales Representative Tony Combes.

Glen Houghton (MEO Sales Representative), for example, has known Tony for 12 of those 15 years, having both started with Digital in Canberra's (CAO) CS organisation.

"I remember a while back when Field Service introduced the Countdown Seven revenue generating program. It was the first scheme where Engineers could sell small products — a memory upgrade here, a disk upgrade there," Glen remembers.

"We sold *millions* of dollars' worth of gear in about seven months. Then, the rules came in!

"I think that's when Tony became known as 'Wheeler Dealer'. It was clear he had a talent for sales."

After CS stints in Perth and then Melbourne, Tony found himself in a sales role — for EIC. Every year since, Tony's qualified for DEC 100, an award recognising success in achieving sales targets, and, in FY90, he won Digital's most exclusive sales award, DECathlon.

"100 out of 100"

Another who knows Tony better than most is DECdirect's Brian Kingston, who worked with Tony in Canberra.

"Tony joined us after completing the computer engineering course at the Control Data Institute," Brian says, "and he's still the only Digital Engineer I know who progressed to the exalted ranks of Field Product Support Engineer without learning how to drive an oscilloscope with more than one probe!"

Not bad for the Engineer who installed the first VAX-11/780 in Australia. Says Brian: "It was lowered by a crane through the roof of a Mt Stromlo Observatory building, and Tony had it installed and operational in just five hours."

Brian says that for a time Tony was resident



engineer at the Australian National University, where his annual Customer Service survey results were always top, "100 out of 100".

ANTHONY COMBES.

Known to many — not just long-timers — for his super positive outlook, Tony responds to ordinary greetings like "How are you?" with the invariable "Fantastic!" or "Excellent!" They are adjectives that could just as easily be used to describe Tony Combes' attitude, aptitude and the service that he's given to Digital for 15 years.

We wish him all the best for the *next* fifteen! ■

Patrick West Retires

Thanks for the memories and best wishes to Export Compliance Manager and SPR's first Regional Edu Manager, Patrick West (see page 12), who retires this month.

During his 15-year/2-month career with Digital, Patrick set the highest of standards for himself and then met those standards —



PATRICK in 1975.

making for himself along the way a great many friends and earning the respect of everyone. He will be missed. ■

P.S. For the full story of Patrick's career, see March 1990 issue (no. 42) pages 10-11.

Digits Contest City to Surf

Over 80 runners represented Digital in the 1990 City to Surf Classic fun run in Sydney, the most participation we have had for many years. One reason was the ideal weather runners enjoyed on Sunday, August 12, for the 14km event.

Digital was well represented with runners and supporters, but some of the best visibility came from the Sydney Social Club's large Digital flag that could be seen from all around.

The first Digit to reach that flag was Roland Schmid (58:32) from the SNA Manufacturing Group.

Another who can be proud of his effort is Rhodes (SNO) Architect Chris Hood. The story goes that he had decided on the day before the City to Surf not to do any more training for fear of pulling a hamstring — so he went for a short walk, and suffered a nasty dog bite instead! Wound and all, Chris still finished well with a time of 60:42.

Perfect weather also made the annual event family day as well with the Muggeridge, Wood and Brill families all out in full support. Matt Muggeridge wasn't content with having his family wait for him at the finish line — they entered the race together! And with six-month-old Jaimi perched on his back, and

with wife Colleen and son Adam by his side, it took the Engineer from the then-SNA-based T&N group and his family a mere 166:12 to finish the race.

Club Makes it a Social Event

SNO-based Analyst/Programmer Bernard Lee, who organised the registration and finer details of the event for the Sydney Social Club, was called away to DECWORLD'90 at the last minute and was somewhat disappointed at not being able to enjoy the fruits of his labour — or compete in the race.

However, a call for help was answered by fellow Committee members Noelene Woo, Megan McLaren, Mike Patroni and Wayne McAuliffe who continued the Social Club tradition by being at Sydney's famous Bondi Beach at 8:00am with food and drinks ready to hand out to the runners.

Every year the City to Surf attracts a colourful Digital contingent that, to a person, contributes to an exciting, fun-filled day. 1990's event was no exception and, already, some are in training for next year's City to Surf.

One thing's for sure: they'll again have the full support of the Digital Social Club. ■



OUR FLAG at the end of the run.



THE MUGGERIDGEs touring troupe.



JOHN LAMB (Regional Finance Manager) feeling the pinch!

Inside

4 Working at Fun
Contracts Administration team make a game of training.

6 Asia Major
There's nothing minor about the tremendous growth of Digital on and around the world's largest continent.

8 Rumour Has It
News, views and good "goss" from around the traps.

10 Spotlight on Customers
We look at two Digital accounts and find customer satisfaction in action!.

12 Reelin' in the Years
Edu Services as seen through the eyes of two of its SPR Managers.

digital

Digitalk, the official magazine for Digital Equipment Corporation's employees in the South Pacific Region (SPR), is published by Digital Equipment Corporation (Australia) Pty Limited, Corporate Communications SNO 2-3/F3, 410 Concord Road, Rhodes NSW 2138 Australia.

Editor: Stephen De Kalb.

Special contributors to this issue: David Evans, John Koole, Ian Pugsley, Jacqueline Reiner, Chris Rolinson, Noelene Woo and Frank Wroe. Special thanks to "Inside Contact," Corporate Employee Communications CFO.

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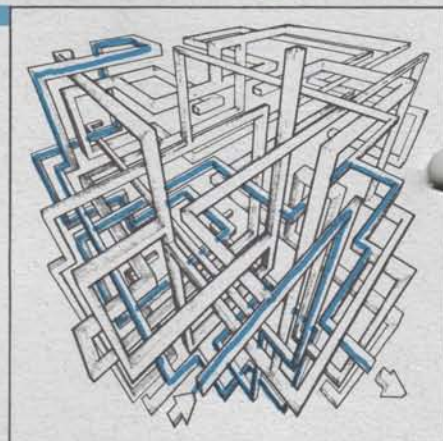
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Fax: (02) 561 5850

Contributors' Schedule:
December issue — November 14
February issue — January 7, 1991

Colin Wins Through

Two things about Edu Services' Colin Lathwell: he's got a good sense of direction, having successfully navigated his way out of the readers' maze for July.

Plus, he's lucky — his was the first correct entry pulled from the barrel of almost 100 hopefuls. G'dunya, Col'n! ■



SOLUTION to July's bent idea of a contest.

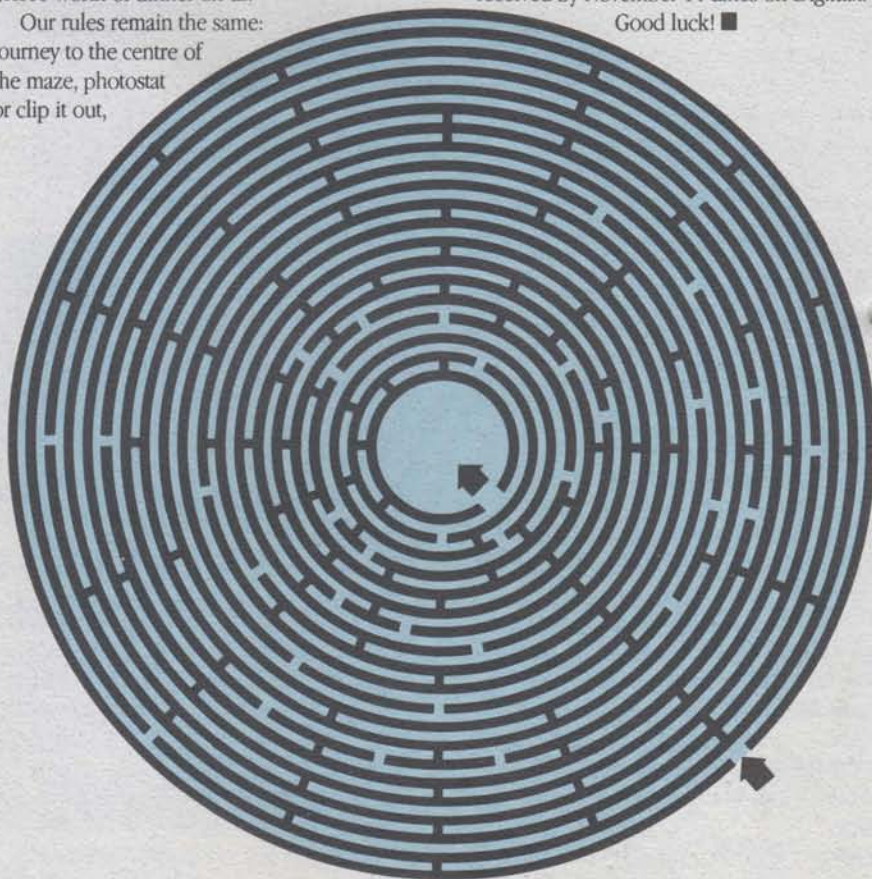
Around and 'Round

This month it's a particularly perplexing puzzle, and a round-about way to scoop \$A100-worth of dinner on us.

Our rules remain the same: journey to the centre of the maze, photostat or clip it out,

send it to us at SNO 2-3, and you're in with a chance: the first correct entry selected from all received by November 14 dines on *Digitalk*.

Good luck! ■



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MAX BURNET
CORPORATE RELATIONS MANAGER
SNO 1-2/C5